

6 QUALITIES OF A SUCCESSFUL BEAUTY CONSULTANT.

TOO BUSY:

1. "Busy people get more done!" They are better time managers and know how to prioritize their time. Mary Kay provides Full-time pay for part-time hours!

2. MONEY-MOTVIATED :

Whether you want to reduce debt, have more free time, saving for the future, or want to contribute to society; you are your own boss in Mary Kay!

3. NOT THE "Sales-Type" :

Due to our consumable product line, not being pushy is a benefit to insure a strong re-order business. The best Beauty Consultant likes to work with people.

4. DON'T KNOW A LOT OF PEOPLE:

We offer FREE, comprehensive, consultant training which can help you build your business outside of Family and friends.

5. FAMILY-ORIENTED:

Women are known to do much more for her family than she will do for herself. Mary Kay offers the freedom and flexibility to have more time for your family. Our priorities are faith, family, and then career.

6. DECISION-MAKER:

"You'll never know unless you try."

Mary Kay provides us with dialogs and scripts.

\$100 investment includes your business starter kit and you will receive \$264.50 in retail products and immediate consultant benefits including product discounts and training materials.

"You're in business for yourself, not by yourself."

\$100 may not change your standard of living, but it may change your life."

OTHER BENEFITS:

NO RISK - 90% Buyback Guarantee;

NO QUOTAS/NO GLASS CEILINGS;

Prizes weekly, monthly, & quarterly;

No Territories!

TAX BENEFITS

As a self-employed, independent contractor, there are tremendous tax benefits in your Mary Kay career.

While your Director will go over them many times in the course of a year, the company suggests that you consult a tax specialist concerning specific business expenses Which may be deductible.

*WISE
WOMEN
make
WISE
CHOICES...*

Need more information?

Visit us at

www.marykay.com

Mary Kay

Imagine The Perfect Career

NO **9** TO **5** GRIND.

NO OFFICE **politics**.

No Limit TO HOW MUCH
YOU CAN EARN.

PLENTY OF TIME FOR
yourself AND YOUR
family.

SOUND **impossible?**

MARY KAY FACTS

1. Mary Kay Cosmetics is the best-selling brand of Facial skin care and color cosmetics in the United States for the 11 of the last 12 years.
2. One of only 2% of cosmetics companies that manufacture their own products.
3. International in scope. Sold now in 34 markets worldwide. (No U.S. Territories, Directors may travel abroad)
4. *Sales & Marketing Magazine* ranks Mary Kay one of the top 25 sales forces in the nation.
5. Mary Kay Ash has been recognized as the #1 female entrepreneur of the 20th century by Baylor University in a study done by national business historians.
6. Mary Kay has been named by Fortune Magazine as one of "The 100 Best Companies to Work for in America" three times. (1984, 1993, 1998), and as one of the "10 Best Companies for Women to Work for."
7. It is a dual marketing program not a pyramid or Multilevel marketing plan. 1) All orders for product Are placed directly with Mary Kay. 2) All commissions come directly from Mary Kay, Inc. 3) You can pass up the person who sponsored you. 4) Regardless of your position or title, you purchase product at the same price.
8. Mary Kay is activity based. You control how much you earn and when you want to be promoted.
9. To alleviate your concern and allow you to begin your career with a free mind, Mary Kay has a 90% buyback guarantee for all new and unused section 1 product within 1 year of last order.
10. It is estimated that there is over 150 million worth of Mary Kay cars on the road today, making Mary Kay General Motors largest customer. (More than 10,500 Pontiac Vibe's, Grand Prix, & Pink Cadillac's.)
11. The Mary Kay Ash Charitable Foundation was created in 1996 to fund research of cancers affecting women and putting an end to Violence against women.
- 12 The company awards more than \$50 million Annually in incentive awards to Independent Beauty Consultants and Sales Directors.

CASH OPTIONS

1. On the Face:

Skin Care Classes & Facials:

A 50% profit. The highest direct sales commission in the United States.

- An average class is approximately \$200.
- Attendance ranges from 3 to 6 people.
- An appointment, with driving time, is approximately 2 Hours.

Average income per hour is \$30 to 50

Reorders

A 50% profit. Our product is consumable so reorders become a large part of our income. An average Customer using the Basic Skin Care plus a few glamour items will reorder approximately \$800 within a year.

Dove-tailing

When unable to hold an appointment, another consultant will hold it & pay 15% of the total sales to the original consultant who actually set the appointment. This area of income gives us the freedom and flexibility to prioritize family and business.

2. On the Go:

To benefit the consultant and the customer who has time limitations, the "On the Go" is designed to hold an appointment in as little as 15 minutes.

3. Online:

85% of Mary Kay customers shop online. For \$50 a consultant is eligible to purchase her own business Website (fully maintained by Mary Kay, Inc.) which will not only allow her customers to shop online 24/7, any new customer inquiries will be referred to the registered consultant by zip code.

4. On Paper

A consultant may enroll select customers to receive professional mailings sent directly from Mary Kay Corporate. Enrolled customers will enjoy gift with purchase incentives increasing the average consultants reorder sales by 40%.

5. On with the Show

A Non-traditional approach to a Mary Kay business where a consultant may use her individual talents to offer customers a variety of options such as Trunk Shows, Nail, Pedicure, & Day Spa Classes, Anti-aging & Product Supplement Clinics, Advanced Glamour Boutiques, Open-houses, & Full Gift Service.

TEAM BUILDING OPTIONS

6. Team-Building

Sharing the Mary Kay opportunity has always been considered a privilege. Through personally selecting Her team members, a consultant is able to develop Her leadership and management skills. Mary Kay Pays 4, 9 or 13% commission and qualifying Team Building Bonuses when a consultant chooses to Building a personal team of beauty consultants.

7. Future Director/Grand Achiever

With consistent outstanding performance in sales And team building, a consultant may earn the use of a Pontiac Vibe every two years. Up to 85% of The insurance and licensing fees paid. List Price \$20,000. If desired, a consultant may choose the \$375 per Month cash compensation to offset the cost of driving the vehicle of choice.

8. Directorship

The Future Director may advance to the position of Sales Director. Directors not only receive income from the above mentioned sources, but also an additional 9 to 13% in Director Commission for educating, motivating, and inspiring their unit members to success. Directors also receive unit bonuses of \$500 to \$5,000 Per month, up to \$ 1,500 per quarter in Unit Development Bonuses, insurance benefits, Seminar Awards which may include a Luxury Top Director Trip and the opportunity to earn the use of a Platinum Pontiac Grand Prix or Pink Cadillac De Ville. If desired a director may choose the \$500 or \$900 respectively per month cash compensation.

9. National Sales Director

The highest status in the independent Sales Force. National Sales Directors average over \$250,000 a Year in income, a Pink Cadillac of their choice with Any options (every two years), enjoy trips all over the world (without qualifications), receive a fully-funded Retirement program, insurance and the admiration of Corporate America. More than 200 of these women have earned over \$1 million dollars in commissions.

*"It is easier to say "YES" and try,
Than it is to say "NO" and forever
wonder "What if?"*

Flexibility is the key. This is the career you work around your life. Use the chart below to show you how you can include a Mary Kay business in your current schedule. Just mark off what is a commitment to you every day.

Now put a circle wherever you could find 2 hours to conduct a skin care class.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							

5 Classes per week = (10 – 12 hours)	425 customers at the end of the 1 st year		
	Profit from classes	\$21,875/yr	\$1,820/mo
	Profit from reorders	\$26,562/yr	\$2,213/mo
	Total Profit	\$48,437/yr	\$4,033/mo
4 Classes per week = (8 – 10 hours)	340 customers at the end of the 1 st year		
	Profit from classes	\$17,500/yr	\$1,456/mo
	Profit from reorders	\$21,248/yr	\$1,768/mo
	Total Profit	\$38,748/yr	\$3,224/mo
3 Classes per week = (6- 8 hours)	255 customers at the end of the 1 st year		
	Profit from classes	\$13,125/yr	\$1,092/mo
	Profit from reorders	\$15,936/yr	\$1,326/mo
	Total Profit	\$29,061/yr	\$2,418/mo
2 Classes per week = (3 – 6 hours)	170 customers at the end of the 1 st year		
	Profit from classes	\$ 8,750/yr	\$ 728/mo
	Profit from reorders	\$10,625/yr	\$ 885/mo
	Total Profit	\$19,375/yr	\$1,613/mo
1 Class per week = (2 – 3 hours)	85 customers at the end of the 1 st year		
	Profit from classes	\$ 4,375/yr	\$ 364/mo
	Profit from reorders	\$ 5, 312/yr	\$ 442/mo
	Total Profit	\$ 9,687/yr	\$ 806/mo



THE MARY KAY STARTER KIT

A GREAT VALUE AT ONLY \$100*

*Plus applicable tax and shipping

The Mary Kay opportunity allows you to begin your own business with a flexible schedule, no quotas, no territories, unlimited earning potential, advancement opportunities, tax advantages and best of all.....

YOU ARE THE BOSS!

LOOK at all you get...

FULL SIZED RETAIL PRODUCTS:

- * TimeWise 3-in-1 Cleanser (normal to dry and combination to oily)
- * TimeWise Age-Fighting Moisturizer (normal to dry and combination to oily)
- * Day and Night Solution
- * Oil Free Eye Makeup Remover
- * Black Endless Performance Mascara
- * 11 Foundations in our most popular shades

RETAIL VALUE = \$306.50!!!

The Starter Kit cost is \$100 (plus applicable tax and shipping) and includes all of the business builders shown above as well as the \$306.50 in retail products.

PLUS:

- * Satin Hands Travel Set with instructions
- * TimeWise Dual-Coverage Powder Foundation sampler pads in our 3 most popular shades
- * 30 Look Cards with samples
- * Go Kit, Go Book, Date Book, Brochures, sales tickets, customer profile cards
- * Look Books and Beauty Books
- * Mirrors, Styrofoam trays, applicators
- * Career Essentials Success Tools Training Booklets and Audio Cassettes

It is a \$100 decision that could change your life!!!

Please contact your Independent Beauty Consultant for more information on how to get your Starter Kit.

Tell Us.....

What You Think

Name: _____ Your Consultant' Name: _____

Address: _____ Date: _____

City/State: _____ Home Phone: _____

Occupation: _____ Work Phone: _____

Please circle your age group: 18-24 25-34 35-49 50+ Marital Status _____

In a job situation, I like to _____ have a boss _____ be the boss

What do you like best about your job? _____

What do like least about it? _____

These are some of the reasons that others have chosen to be Mary Kay consultants.

Which one appeals to you? (Select as many as apply)

- Excellent INCOME for part time work and ADVANCEMENT OPPORTUNITIES
- Improve SELF CONFIDENCE & gain RECOGNITION for achieveing GOALS
- Earn a red GRAND AM
- Set my own FLEXIBLE SCHEDULE
- Owning my OWN BUSINESS and enjoying TAX BENEFITS
- Company philosophy: FAITH first, FAMILY second, and CAREER third
- Gain new FRIENDS
- Unlimited EARNING POTENTIAL
- ASSISTING OTHERS in looking their best & discovering their full potential

Is a career with Mary Kay something you would ever consider for yourself?

- Yes No

With the information you have about our company please check the box that best describes you:

This sounds really good and I'm thinking it might be for me.

I'd love to hear more information send me home with some today.

Sounds like a wonderful opportunity. and I think I know someone who'd be GREAT!

Thanks for sharing the opportunity but I would like to remain a loyal customer.

If you started a business with Mary Kay, would you choose:

- Spare Time (3-5 hrs/wk) Part Time (5-10 hrs/wk) Full time (12-15 hrs/wk)

I think my friend(s) need to hear about this! They are:

Phone #

Phone #

New Customer Profile

Name _____ Husband's Name _____

Address _____ City _____ State _____ Zip _____

E-mail _____ Phone _____ Best Time to call _____

Our Five Objectives . . .	
1. Tell me about you.	4. I'll answer any questions you may have.
2. I'll tell you about me.	5. Give me your opinion.
3. Listen to the facts about the Company.	

1. Tell me about yourself. _____

2. What do you enjoy most about our products? _____

3. What do you like best about your present job/lifestyle? _____

4. If you could make any changes, what would they be? _____

5. Are you satisfied with your current salary? _____

6. Describe what you feel would be the perfect job? _____

7. Do you have any goals, ambitions, or dreams that you haven't fulfilled? _____

8. Where do you see yourself five years from now? _____

9. If we only had 5 minutes together, what questions would you need to get answered in order to make a "yes" decision about our Company? _____

6 Qualities we look for in a Team Member	
1. Busy person	4. Has "more month than money"
2. Doesn't know a lot of people	5. Family oriented
3. Is NOT the sales type	6. Decision maker

Most people becoming consultants fall into one of the following four groups. Please check the group where you would place yourself.

- Home with the children and would like a flexible outlet/business/friends.
- Has a full-time job but needs a part-time job to supplement income.
- Well provided for financially but desires "something more" - excitement, glamour, and recognition/appreciation.
- Wants a "real career" with no ceiling on either earnings or advancement.
- Management is your goal at an income of \$60,000 - \$100,000+ minimum per year.

Listed below are reasons that others have chosen a career (part-time or full-time) with Mary Kay Cosmetics. Please check the ones which appeal to you most.

- | | |
|---|--|
| <input type="checkbox"/> "Free" Career Car program | <input type="checkbox"/> Discovering your full potential |
| <input type="checkbox"/> Being your own boss | <input type="checkbox"/> Financial and personal security |
| <input type="checkbox"/> Helping others | <input type="checkbox"/> Career advancement and self-improvement |
| <input type="checkbox"/> Personal growth | <input type="checkbox"/> No sales or time quotas – no territories |
| <input type="checkbox"/> Gaining new friends | <input type="checkbox"/> Flexible hours |
| <input type="checkbox"/> Professional growth | <input type="checkbox"/> Feeling of self worth and personal satisfaction |
| <input type="checkbox"/> Belief in the products | <input type="checkbox"/> Enjoy being with happy, uplifting people |
| <input type="checkbox"/> Supplement family income | <input type="checkbox"/> Belief in Golden Rule |
| <input type="checkbox"/> Extra income for "fun" things | <input type="checkbox"/> Improve knowledge of skin care and personal glamour |
| <input type="checkbox"/> Outlet for daily routine | <input type="checkbox"/> Belief in Mary Kay philosophy of God first, Family |
| <input type="checkbox"/> Weekly training in a positive atmosphere | |

Of the reasons you checked above, which three are at the top of your list?

(1) _____ (2) _____
 (3) _____

If in your wildest dreams you were to become a consultant, which 8 people would you like to have host a skin care class for you and/or join you in Mary Kay building your team, your career car, and your organization?

_____	_____
_____	_____
_____	_____
_____	_____

1. What is most appealing to you about the Mary Kay opportunity? _____

2. If you were to consider Mary Kay, what qualities do you feel you have that would aid in your success as a Mary Kay consultant?

3. What concerns would hold you back, if any, from becoming a Consultant? _____

4. What other questions do you have? _____

On a scale of 1 to 10 with one being "I would never sell Mary Kay" and ten being "I would like to order my showcase and begin training", where do you stand? (5 doesn't count)

* 1 2 3 4 5 6 7 8 9 10 *

Is there any reason why we couldn't get your Starter Kit ordered? _____

How would you like to take care of it—MC/Visa, Discover, cash, or check? _____

Date _____ Consultant Name _____